

# WHY YOUR REAL ESTATE CLIENTS NEED UMBRELLA COVERAGE

## WHAT IS AN UMBRELLA POLICY?

### Affordable peace-of-mind.

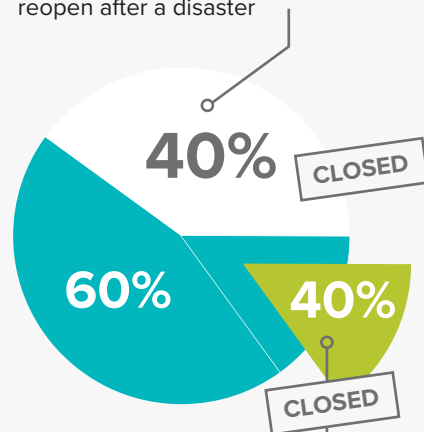
An Umbrella policy provides an additional layer of protection to your existing liability coverage. It protects you when the big stuff happens. And it does so very cost-effectively.



## WHY DO YOU NEED IT?




### It's smart business.

40% of businesses do not reopen after a disaster



Of the 60% that reopen, 25% fail within the first year

### Safeguard your business & finances:

-  **Increases Protection**  
Umbrella coverage gives you increased protection at a reasonable rate – it's more cost-effective than increasing limits.
-  **Limits Exposure**  
Limits your exposure and liability – always good.
-  **Expands Coverage**  
Covers things excluded in your regular policies - things you haven't even thought of.



## HOW MUCH DO I NEED?

### That all depends.

In addition to the required coverage from banks, you will need to take into account all exposures. The required coverage may not be enough if an incident should arise. A few exposures to consider include pools, gyms (habitational), elevators, security, sidewalks and parking areas. If something should happen, do you have enough limits to cover potential multi-million-dollar settlements, litigation costs and brand reputation management? Having the right amount of limits is the difference between staying in business, or not.



## WHEN SHOULD YOU GET IT?

### Why wait?

It's generally the last piece of the insurance puzzle, since you can only get an Umbrella once you've got your other liability policies in place. Best time is RIGHT NOW!